# Iciniti Store 4.3—Designed for Sage Accpac ERP

Sell Online and Streamline Business Operations

Iciniti Store 4.3 is an advanced eCommerce solution that enables all companies to sell products and services efficiently over the Web. Providing true two-way integration with Sage Accpac ERP, it gives you a quick and affordable way to deploy a world class web presence for your company.

With Iciniti Store 4.3, it is easy to create a Web store that is tailored to your needs. Using one of our existing theme templates, or by taking advantage of the flexible and open presentation layer, you can create a Web Store look and feel that reinforces your brand. You can present your current inventory in new, Web store-based multi-tiered categories with extended product descriptions and images. You can also control what pricing your customers will see and what inventory categories and items you would like them to have access to. The highly flexible navigation and search functions of Iciniti Store 4.3 provide an intuitive way for your customers to browse your product catalog and make purchases.
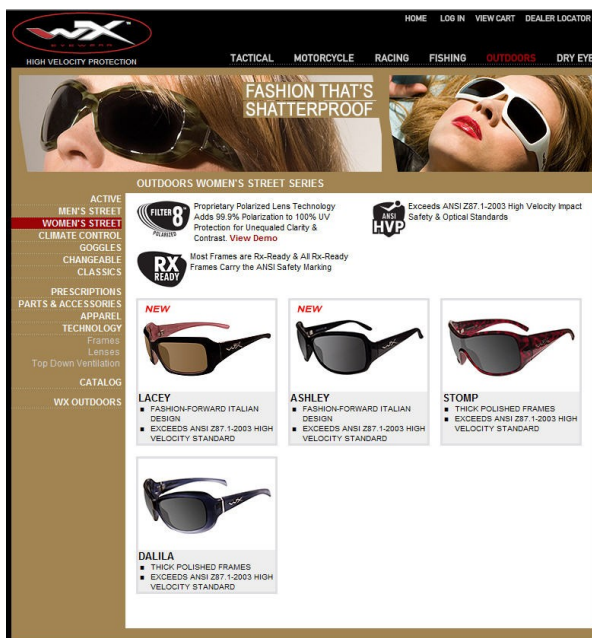
Although integration is key to the return on investment of any online store, it is of no value if potential customers can't find your Web store. For this reason Iciniti has added numerous Search Engine Optimization tools. Built into every category and item detail page are "Meta Data" fields. Meta Data is what search engines use to help find your products or categories, when someone types a word into a search engine. In addition, Iciniti has added Google Site Search to allow customers to search not only Accpac data on your site, but all other pages and files. Iciniti Store 4.3 also has 14 open source tools to help you test your site against other sites in your industry and see how you stack up.

Iciniti Store 4.3 provides a functionally rich Web store and secure payment processing solution right out of the box. It allows you to maintain your core business data centrally within Sage Accpac ERP, updating the Web store automatically when you update data in OE, AR and IC. Web store orders are processed in real time, with no requirement to re-key or import order information. Iciniti Store 4.3 is provided by Iciniti Corporation, a worldwide leader in integrated eCommerce and secure payment solutions for Sage Accpac ERP.

With Iciniti Store you can:

- Implement a B2C and/or B2B Web store that is fully integrated to Sage Accpac ERP.
- Add extended product information, including text, images, video and link to other documents and pages.
- Show accounts receivable customers on login, inventory items and pricing based on their account information in Accpac.
- Enable self-service ordering, account look-up and inventory availability checks.
- Increase your visibility and rankings on search engines through the use of built-in Meta Data fields and keyword tools.
- Integrate real-time shipping quotes and tracking information.
- Process web orders automatically by interacting directly with order entry.
- Integrate secure credit card payment processing with OE, AR, and a Web store.

Benefits:

- Significantly reduce the cost of order processing because your clients do your data entry for you.
- Drive more business to your web site with Search Engine Optimization tools
- Manage back-office and Web data in one place.
- Improve customer service by providing 24x7x365 access for ordering and account lookup
- Add much more...

"Our Iciniti Store has enabled WileyX Eyewear to create a world class Web site that is uniquely tailored to each market we target. The highly flexible architecture has saved us hundreds of man hours in development, and has saved us several man years on our back office operations." *- John Barrett, COO WileyX Eyewear*

"The new 4.0 store has increased our web traffic by 500%" *- Deane Moore, CEO Baja Designs*

"Since implementing your system we are thrilled with the results. Our order process time has almost halved…" *- Sharon Rae, Principal Fashion Forecast Services*

Integration to Sage Accpac ERP

- Real-time integration with OE, AR and IC modules.
- Web store orders are written automatically into OE, without a requirement to re-key or import orders.
- Both AR customer masters and ID item masters can be created from the Web store.
- Web store pricing, including customer specific pricing, contract pricing, currency, and on-sale pricing managed from within IC.
- Access to data in optional fields is provided in the Web store, and Web store categories can be filtered by optional fields such as "manufacturer".
- Secure credit card payment processing is fully integrated to AR, OE and the Web store.

Enhanced Category Management

- Web store categories can be based on existing Sage Accpac ERP categories.
- Support for additional Web store categories, with the ability to create subcategory relationships, enabling deeper analysis and ease of use.
- Create special product categories to be displayed on Web store only when required i.e. Seasonal.
- Create detailed category descriptions using either WYSIWYG text editor or HTML.
- Meta Data and Meta Descriptions attached to each category to improve Search Engine Optimization.

Extended Item Descriptions

- Assign items to multiple Web store categories with no restrictions.
- Create detailed descriptions of items and attach graphics, audio, video, or other multi-media objects, enhancing the Web shopper's experience.
- Add related items to highlight complementary or substitute items.
- Optionally restrict customer access to select items.
- Optionally make items "Featured".

Customization

- Support for ASP.NET Master Pages and cascading style sheets to create a unique look and feel.
- Take advantage of the highly flexible architecture to add additional capabilities to the Web store that are unique to your market.
- Leverage the architecture of Iciniti Store to integrate with SageCRM and RMA.

Search Engine Optimization

- Analyse how shoppers are using your site with Google Analytics (all Google tools require a Google account).
- Use Google site search to search all pages in the Web store.
- Add Meta Data and Meta Descriptions to all categories and item detail pages to ensure customers find what they are looking for.
- Use keyword report to add keywords to Meta Data and extended descriptions that customers are using to search your site.

Enhanced Customer Management

- Identify account customers when they log in and provide them a range of information, including accounts receivable and order history data.
- Allow account customers to view and pay open invoices online with a credit card.
- Provide account customers with the ability to find and re-order commonly purchased items quickly and easily.
- Allow remote sales or order desk staff to place orders on behalf of customers through the Web store.
- Pull Bill-to and Ship-to information directly from accounts receivable for your account customers and optionally allow them to modify this info.

Advanced Checkout Capabilities

- A powerful and flexible shipping module gives you the option to integrate to the UPS®, FedEx, USPS and Canada Post online rate guides.
- Optional integration to Avalara tax calculator makes taxation a breeze.
- Secure credit card processing for Web-based orders takes advantage of the Iciniti Credit Card capabilities integrated with order entry.
- Web-based order notification can be provided to one or more individuals in your organization to streamline the order fulfillment process.

Internationalization

- Multi-Currency support
- Multi-Language support

For more information, call Iciniti at 1-866-424-6484 or 519-432-9599 or email sales@iciniti.com

Visit www.iciniti.com